

Public Comment – Ditas Katague:

California Complete Count Census 2020 Director & NAC Chair Emeritus

California's final campaign reports are linked below and on our website <https://census.ca.gov> ! As you are aware, the State of California invested \$187.2 Million in outreach and communications for Census 2020. Another nearly \$26M in private foundations and \$20M in local government funding was also spent on the ground across the state to encourage self-response. We are pleased that California's SRR of 69.6% exceeded both the national rate and California's 2010 rate. Our efforts were successful in getting nearly 10.5 million households to self-respond and that included 2.5 million households in our hardest to count census tracts. California outperformed other large states in activating those who were "least likely to respond". 45 of the 58 counties and 344 of 482 cities met or exceeded their 2010 final response rate.

CLICK LINKS BELOW FOR REPORT



The California Complete Count Census 2020 Office (Census Office) is pleased to share the following end-of-campaign reports that provide a comprehensive overview of the 2020 Census statewide outreach and communications campaign. They also capture lessons learned as well as recommendations for a 2030 Census effort. We hope you will find these to be useful sources that document the campaign and also support future statewide outreach planning.

[California Census 2020 Outreach and Communication Campaign Final Report](#)

This outcomes-focused report provides details on the different program areas, communication strategies, and operations created to ensure hardest-to-count households were included in the 2020 Census. Produced by the Census Office, it captures original content from the Census Office program directors and senior staff building on source documents including partners' final reports and existing data, such as Statewide Outreach and Rapid Deployment (SwORD) mapping portal partner activities.

[Evaluating the California Complete Count 2020 Census Campaign: A Narrative Report](#)

This independent evaluation report provides a narrative of the statewide campaign and the strategies used to reach the hardest-to-count Californians given the unprecedented challenges of 2020. The research was conducted by LPC Consulting Associates, which collected data from contracted partners, vendors, and Census Office staff through surveys, in-depth interviews and activity reports in SwORD. Research was framed by 10 broader, thematic questions developed in collaboration with the Census Office to understand the effectiveness of the campaign and the experiences of outreach partners and Census Office team members.

[Census 2020 Campaign: Final Measurement Report – California’s 15 Hardest-to-Count Populations](#)

Social Quest Inc. was retained to measure the impact of the Census 2020 Communications Campaign on awareness and attitudes toward Census 2020 and completion of 2020 Census forms among California’s hardest-to-count populations. Measures were taken pre-campaign (January 2020), mid-campaign (April –May 2020) and post-campaign (October-November 2020). A limited supplemental measure was taken in September 2020 to assist in developing a strategy for the final month of the campaign. This report presents findings for the campaign as a whole.

These reports will be made available on the Census Office home page at www.census.ca.gov. Partner final reports will also be posted online at: www.census.ca.gov/reports.

Sincerely,

Ditas

Ditas Katague, Director, CA Complete Count Census Office

[View All Reports](#)